Salem MVP E-Mailed To Mgrs

51851 5196

Kam's and Am's:

As you can see the inventory of Sniped product is out on the 100 Box styles and Light slide Box only has 84 6m cases remaining. We will continue to keep you updated on the inventory on a weekly basis.

Mark Young

Salem MVP $.30 Sniped

	Salem Slide Box				Salem 100 Box				Salem Light Slide Box				Salem Light 100 Box			
	24156 - FF SLIDE				24667 - FF CP 100				24157 - LT SLIDE				24665 - LT CP 100			
Whse 65	Beg. Bal.	Rec.	Shpmts.	Bal.	Beg. Bal.	Rec.	Shpmts.	Bal.	Beg. Bal.	Rec.	Shpmts.	Bal.	Beg. Bal.	Rec.	Shpmts.	Bal.
16-Mar	0	232		[illegible]	0	2		2	0	106		106	0			0
23-Mar	232		7	[illegible]	2		2	0	106		11	95	0			0
30-Mar	225			[illegible]	0			0	95			95	0			0
6-Apr	225		3	[illegible]	0			0	95		8	87	0			0
13-Apr	222		3	[illegible]	0			0	87		3	84	0			0
20-Apr	219				0				84				0			
Whse 65 Total		232	13	[illegible] Remain.		2	2	0 Remain.		106	22	84 Remain.		0	0	0 Rema

Salem Sniped Product Remaining
April 21,1998

Source: https://www.industrydocuments.ucsf.edu/docs/nfvy0000

STM 4-17

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Salem Test Market Comments Report
April 9-17, 1998

City	State	UsualBrand_	Sex	Age	Text	Brand Style Calling About
W HEMPSTEAD	NY	SALEM	F	50	SP SMOKER, SHE PURCHASED WRONG BRAND STYLE, DOESN'T LIKE	S... SALEM FF SLIDE BOX
JAMAICA	NY	SALEM	F	36	has experienced difference in taste in the Salem Light 100s flip top box - used to smoke custom case	S... SALEM LIGHTS 100S FLIPTOP BOX
OCEANSIDE	NY	SALEM	F	50	SP SMOKER, TOO STRONG, HARSH - NOT HER USUAL STYLE	S... SALEM LIGHTS SLIDE BOX
OSSINING	NY	SALEM	M	57	he doesn't like the box style , thought we had taken his SP off market	S... SALEM LIGHTS SLIDE BOX
HOBOKEN	NJ	**MARLBORO**	M	39	wanted to know what the green cig was for.	S... SALEM LIGHTS SLIDE BOX
BRONX	NY	SALEM	F	40	RE/ADVERTISING	S... SALEM LIGHTS SLIDE BOX
NEW YORK	NY	WINSTON SE	M	37	green cigs	S... SALEM FF SLIDE BOX
PIERMONT	NY	SALEM	F	48	**SHE LOVES THE TASTE**	S... SALEM LIGHTS SLIDE BOX
CENTEREACH	NY	SALEM	F	40	wanted to know what card was. she thought was some type of proof of purchase...	S... SALEM FF 100S FLIPTOP BOX
GLEN COVE	NY	**NEWPORT**	M	28	WANTED TO KNOW ABOUT SALEM CIGTS. EXPLAINED. SENT MAIL LIST CARD. **(positive)**	S... SALEM FF SLIDE BOX
BRONX	NY	**BASIC**	F	69	Green cig, also **loves the slide box and flavor**	S... SALEM LIGHTS SLIDE BOX
NEW YORK	NY	**NEWPORT**	F	46	**Green-filtered cig ... likes**	S... SALEM FF 100S FLIPTOP BOX
BROOKLYN	NY	SALEM	M	41	green cig	S... SALEM FF SLIDE BOX
BURLINGTON	NJ	SALEM	M	31	GREEN!	S... SALEM LIGHTS SLIDE BOX
NEW YORK	NY	**NEWPORT**	M	30	**card insert ... likes**	S... SALEM FF SLIDE BOX

Source: https://www.industrydocuments.ucsf.edu/docs/nfvy0000

Salem Test Market Comments Report
April 9-17, 1998

City	State	UsualBrand_	Sex	Age	Text	Brand Style Calling About
MANHASSET	NY	NEWPORT	F	50	Green filter questions, finds this is a cig she likes....the flavor is light menthol, like her regular (Newport)	S... SALEM FF SLIDE BOX
BROOKLYN	NY	SALEM	F	27	WHY WAS THE GREEN CIGARETTE PUT IN THE BOX?	S... SALEM FF SLIDE BOX
BROOKLYN	NY	SALEM	M	32	what is green cigt.	S... SALEM FF 100S FLIPTOP BOX
DEER PARK	NY	SALEM	M	70	Product Quality: Taste Dry and Stale; no product to return	SALEM 85 SOFTPACK
BROOKLYN	NY	SALEM	F	66	Product Quality: Taste Dry and Stale; will return five packs	SALEM 85 SOFTPACK

Source: https://www.industrydocuments.ucsf.edu/docs/nfvy0000

STM 4-8 xls

Salem Test Market Comments Report
April 6-8, 1998

51851 5199

City	State	UsualBrand_De	Sex	Age	Text	Brand Style Calling About				
TONAWANDA	NY	UNKNOWN	M	Ltr	Questions re/green-filtered cig, do not know specific style as he is writing and did not mention style/ sending letter only					
CASTLETON	NY	SALEM	F	39	green cigarette ?	S... SALEM FF SLIDE BOX				
NORTH BALDWIN	NY	KOOL	F	44	GREEN!! ..... positive	S... SALEM FF SLIDE BOX				
JAMAICA	NY	SALEM	M	31	**Can't find the Salem soft pack** cigarettes he has been smoking. He has told retailers about it and these stores say that they are not getting any regular brand styles.. referring to ROU. Called in Oct. also; does not like new box blend.	SALEM FF SP				
PITTSBURGH	PA	SALEM	F	41	**Likes taste** of new Slide Box product	S... SALEM FF SLIDE BOX				
BROOKLYN	NY	SALEM	F	51	JUST WANTED TO KNOW WHAT THE GREEN CIGARETTE IS THERE FOR	S... SALEM FF SLIDE BOX				
STATEN ISLAND	NY	NEWPORT	M	36	**cons. loves new Salem**, likes the green cig., likes the taste very much, **he is a Newport smoker** and says he may switch to Salem Slide Box	S... SALEM FF SLIDE BOX				
BROOKLYN	NY	SALEM	F	49	WANTED TO KNOW WANT THE 'CALL ME' CARDS WERE FOR	SALEM LIGHTS SP				
BABYLON	NY	SALEM	M	24	what is that green cigarette all about	S... SALEM FF SLIDE BOX				
N BELLMORE	NY	DORAL	M	37	green-filtered cigarette questions, **likes Salem very much** -	S... SALEM FF SLIDE BOX				
BRONX	NY	SALEM	F	32	WHAT IS THE GREEN CIGARETTE ALL ABOUT. **LIKES IT!**	S... SALEM FF SLIDE BOX				
SILVER SPRING	MD	SALEM	F	33	bought some in NY but could not find them in Maryland - **likes them**	SALEM SLIM LIGHTS 100S FLIPTOP BOX				

Source: https://www.industrydocuments.ucsf.edu/docs/nfvy0000

City	State	UsualBrand_De	Sex	Age	Text	Brand Style Calling About		
SCHENECTADY	NY	SALEM	M	41	**Said he likes new package and cigts.**, but purchased carton that doesn't have the taste that he was getting. sent $20 cpns.	S... SALEM FF SLIDE BOX		

Source: https://www.industrydocuments.ucsf.edu/docs/nfvy0000